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Mountain View California

A REGION OF HEALTH AND PROSPERITY

ISSUED BY THE BOARD OF TRADE
MOUNTAIN VIEW, SANTA CLARA COUNTY, CALIFORNIA
1904

Will you kindly send us the names and addresses of all to whom this booklet might be of interest? The more the better. :: :: :: :: :: ::

BOARD OF TRADE
Mountain View, Santa Clara County, Cal.

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THE purpose of this little book is to give the Eastern resident who is desirous of settling in California exact and reliable information concerning one of the most attractive portions of the state—Mountain View, Santa Clara County. We recognize that it is facts which the enquirer wants, not rosy description in general terms, and facts alone are herein presented. We have endeavored to state in a few direct words just what advantages and inducements Mountain View offers to the prospective settler, whether he be a man of wealth who is seeking a residence in a sunny and healthful climate, amidst surroundings that are congenial and satisfying, or a man of moderate means who is looking for similar conditions, with the additional incentive of sure returns upon his small investment, the certainty of acquiring a comfortable home, with the very best of educational facilities for his children, and of reaching by a few years of effort, financial independence. To all such we invite a careful perusal of this booklet and a candid consideration of its contents.

Mountain View—Where Situated

The fertile and prosperous section known as Mountain View is situated in the northwestern portion of the great Santa Clara Valley, a valley that is noted for the beauty of its scenery, the mildness of its climate, and the vast diversity of its soil products, it being the greatest fruit-producing section in all California. This valley is sixty miles in length and twenty miles across at its greatest

width. It lies between the Santa Cruz Mountains on the west, which run parallel with the Pacific Ocean, and the Mt. Hamilton Range on the east, which separates it from the immense central valley of the state—the San Joaquin. Jnto the northern end of Santa Clara Valley extends the Bay of San Francisco, and on the west side of this extension, between the bay and the Santa Cruz Mountains, a distance of eight miles, and almost an equal distance both northerly and southerly, lie the productive fields and orchards of Mountain View. The mountains, foothills, valley, and bay, by which the landscape at Mountain View is diversified, make up a picture whose charm must be experienced to be realized, and the residents of this section can not be justly accused of exaggeration when they declare that it is the most beautiful portion of a valley whose natural attractions are unequaled by those of any other part of the state.

The town of Mountain View, to which all the rich surrounding territory is tributary, lies two miles from the bay, and from the town to the western foothills and mountains is three miles. It is incorporated; it is lighted with electricity; it has a municipal water system; it has a telephone service which extends all over the surrounding country, enabling every local rancher and orchardist to enjoy telephonic communication at small cost; it has two newspapers, a bank, substantial business blocks, and its streets and roads in all directions throughout the district are sprinkled daily through the summer, and are kept smooth and firm during the winter.

The country of which Mountain View is the center was formerly a natural park of beautiful evergreen oaks, and hundreds of these still remain, a pleasing feature of the local landscape.

Railroad Facilities

Make a note of the fact that the town of Mountain View is located on a transcontinental line, the Coast Division of the Southern Pacific Railroad, thirty-nine miles south of San Francisco, the metropolis of the Pacific Coast, eleven miles from the county seat of Santa Clara County, San Jose (pronounced San Hozay), which is a city of 45,000 inhabitants, and six miles from Stanford University.

The railroad which passes through Mountain View is the main double-track line between San Francisco and Los Angeles. Thirty passenger trains pass through the town daily, of which twenty make regular stops. There are hourly trains morning and evening between San Francisco and San Jose, and commutation tickets for either city are sold at Mountain View at low rates. The shortening of the main line out of San Francisco, now under way, will place Mountain View within one hour's time of that city.

An electric road, which will pass through Mountain View and have a station here, is now building between San Francisco and San Jose.

No town in California is better provided with railroad accommodations, and, in addition, it enjoys the advantage of water transportation, there being wharves and warehouses at different landings a few miles distant on a navigable waterway which extends inland from the bay, thus assuring cheap freight rates to local producers.

Population and Business

The population of the town of Mountain View is 1,000, and that of the tributary country around it about 4,000. The majority of the large hay and

grain ranches have been subdivided during the past ten years into tracts of five, ten, and twenty acres, which have been handsomely improved with residences and orchards, and the hundreds of attractive homes give the country in the vicinity the appearance of a continuous town. Fruit growing of all kinds is the chief industry of the rural population, while in the town there are fifty or more business houses, representing nearly all classes of trade. In addition, the town has one of the largest and most modern brick-yards in the state. The Bank of Mountain View is a solid and substantial institution; two weekly newspapers, the *Register* and the *Leader,* both progressive and ably edited, and the town has a wide-awake Board of Trade.

The Pacific Press Publishing Company, the largest printing and publishing establishment west of Chicago, is located at Mountain View. Its home is a magnificent brick structure covering nearly an acre of ground, standing in a beautiful five-acre plot, about four blocks from the business center of town. It employs, usually, about two hundred people, and has a pay-roll running into many thousands of dollars per month. They selected Mountain View for a location on account of its proximity to San Francisco, its perfect climatic conditions, its excellent railroad facilities, its home possibilities for its employes, and its unsurpassed educational advantages. The location of this great establishment here will increase the permanent population of Mountain View 100 per cent. It will double the volume of business in all lines, and will enhance the values of all kinds of real property. It places Mountain View in the class of manufacturing towns of the better sort.

Superior Climate

Now a few words about the Mountain View climate. "California climate," as a general term, is known the world over, yet there are few residents of the East who are aware of the fact that there is a greater diversity of climate in California than is found in any other state of the Union, ranging, as it does, from the almost perpetual snows and excessive cold of the Sierra Nevada Mountains, and the clinging fogs of the ocean coast, to the excessive heat of the immense central valley of the state. There are, too, wide differences in the rainfall, the extreme northern portion of the state having very wet winters, while in the extreme southern portion there is scarcely any rain at all. In Central California, also, variations in heat, cold, and moisture exist, according to the topography of the respective localities, and it is by reason of its particular topography that Santa Clara Valley is blessed with a happy medium in all these climatic conditions that are so essential to health, happiness, and productivity of soil.

This perfect medium between heat and cold, wet and dry, is found in Santa Clara Valley for the reason that it lies between two great ranges of mountains, the one protecting it from the coast wind and fog, and the other from the heat of the interior and the cold of the lofty Sierras. At the same time, as San Francisco Bay penetrates the valley for a distance of several miles, the modified breeze from the ocean finds its way across the valley during the warm months, cooling an atmosphere that otherwise would be somewhat warmer. The mountain ranges on either side precipitate the winter rain-clouds, assuring

an abundant rainfall for all purposes, without excessive storms.

As the situation and natural environment of Santa Clara Valley make it impossible that it should have other than an uniformly good climate, so Mountain View, by reason of its natural position in the valley, can truthfully state that nowhere in this valley of equable climate is there so perfect a blending of mountain and bay air, warmed by the almost perennial valley sunshine, as in the Mountain View section.

Educational Advantages

Before entering further upon the subjects of climate, productions, the opportunities for profitable fruit culture, and other equally attractive and remunerative forms of ranch industry, we wish to call your attention to the splendid educational advantages which Mountain View can and does offer your children. Good and convenient schools and colleges are a desideratum with every man of family who contemplates a change of residence, and when we say that no rural community in California enjoys such exceptional educational facilities as does Mountain View, we ask you to look at the facts and draw your own conclusion as to the truth of the statement.

In the first place, you may live at Mountain View on your own fruit, berry, or chicken ranch, within the very shadow of one of the world's greatest universities—Stanford—with an endowment of thirty millions of dollars ($30,000,000), buildings unrivaled by any university in the United States, and a corps of professors who have been carefully selected from all the best

of the Eastern institutions with special view to their scholarly attainments and skill as specialists in their various lines of educational work. This university differs from others in that it is scientific and practical, rather than classical, its aim being to fit the student for high-purposed practical living and earnest, honorable citizenship. It is open to both men and women, tuition is free to all residents of California who have the required entrance qualifications, and students residing in the Mountain View district can easily go back and forth from their homes every day, by buggy, bicycle, or train, monthly commutation tickets by train being $3 for persons under 20 years of age, and $4.25 for those over that age. Many Stanford professors have orchard homes at Mountain View, going to and from their class duties daily. An electric railroad which is to be builded from San Jose to Stanford University, will add still further to the convenience of those who attend that institution, and will make this town a more than ever desirable place of residence.

Right at hand are the Mountain View grammar and high schools, with a standing equal to that of any in the state, ready to prepare your children for entering either Stanford University, which is almost in sight, the State University at Berkeley, or any of the five State Normal Schools. The school buildings are located in a beautiful five-acre plat of ground, surrounded by evergreen oaks. Provision is made for games of tennis, basketball, baseball, and football; and swings and shady seats add to the attractiveness of the finest school grounds in Santa Clara County. Fourteen regular teachers are employed in the grammar and high schools, and

more than four hundred pupils are enrolled. A special teacher of vocal music is employed, and drawing and nature study also receive special attention. Most of the teachers are graduates of the State Normal School of San Jose, or of Stanford University.

The Mountain View high school building cost, with furnishings, about $10,000. It contains four large recitation rooms, office, library, and chemical laboratory, and is completely equipped for thorough instruction. Other facilities will be added as required to keep the school up to the highest standard. Three courses of four years each are given, and instruction may be had as follows: Latin, four years; German, two years; English, four years; History, four years; Mathematics, three years; Science, three years, and a Commercial Course. Mountain View is justly proud of its schools, and the people begrudge no expense for their maintenance.

Santa Clara College, one of the oldest, as it is one of the best, institutions of learning west of the Mississippi River, will be located on a magnificent campus of six hundred acres, two and a half miles from the town. This institution was founded by the Jesuit Fathers in the old Mission days, in what is now the town of Santa Clara, ten miles from Mountain View. Here the college grew into a splendidly-equipped and richly-endowed seat of learning, but, within the last few years, the Fathers have felt the need of more commodious quarters and pleasanter surroundings, and they decided to move the institution to some locality where these things might be had. Many splendid offers of lands and money were made to them by the people in various parts of the state, but, notwith-

standing the fact that Mountain View offered them nothing but goodwill and welcome, they decided to locate here for the reason, as they have said, that "it is the healthiest, most beautiful, and generally most desirable situation that can be found anywhere." The new college buildings which will be erected will cost a million dollars, and will be marvels of architectural beauty. They will be modeled after designs suggested by some of the most famous institutions of the kind in the world. This college, as has been intimated, ranks among the best institutions of learning in America. Its alumni will be found among those who fill the most honorable and most exalted positions in the land.

The University of the Pacific, at College Park, is ten miles away, and railroad tickets for students are $3 per month.

At San Jose, eleven miles away, are the State Normal School, the College of Notre Dame, St. Joseph's College, two conservatories of music, two business colleges, and several private academies and schools. Students' monthly tickets to San Jose are only $3.

Lick Observatory, the greatest and best equipped astronomical observatory in the world, is thiry-nine miles distant, and is open every Saturday night to the public for the use of the big telescope, and may be visited every day in the week. It is twenty-eight miles from San Jose, and is reached by a fine mountain road of easy grade, the view all the way up and at the summit of Mount Hamilton, where it is located, more than 4,000 feet in height, is unsurpassed for diversity, picturesqueness, and grandeur. The big white dome of the observatory is a conspicuous

object as seen from Mountain View, it being, in an air line, less than twenty miles away.

To sum up, you may live on a small ranch at Mountain View, and here give your children the best of educations at the least expense, including all the advantages of grammar school, high school, and college, Stanford University, or normal school, and all this while residing in the country among the fruits and flowers, making a comfortable living from your orchard and chickens, and having your children with you all the time they are passing through the grammar and high schools and Stanford University. Is not this alone a great incentive to settle at Mountain View?

Churches

There are five church organizations in Mountain View—Methodist, Catholic, Baptist, Presbyterian, and Seventh-day Adventist, all having excellent church structures and large memberships. Each is in charge of a resident pastor, and they are all earnest workers. Two new church buildings are promised for the near future.

Fraternal Organizations

Fifteen fraternal organizations are represented by flourishing local lodges: Patrons of Husbandry, Native Sons, Masonic, Order of Eastern Star, Fraternal Aid Association, Independent Order of Foresters, Foresters of America, Independent Order of Odd Fellows, Rebekahs, Ancient Order of United Workmen, Modern Woodmen of America, Woodmen of the World, Ancient Order of Hibernians, Portuguese Union, and Ladies of Saint Ysabel.

Rainfall

The average annual rainfall at Mountain View during the past forty years has been sixteen inches, insuring the successful growing of crops of every description. The first shower of the season may be looked for about the beginning of October. This is followed usually by a month or so of perfect weather, the heaviest rains occurring in November, December, January, or February. With rare exceptions, February is as delightful a month as June; more rain may be expected during March, and the season closes with a few showers, and some years, a brief but heavy downpour in April.

There is no period of long continuous rain, but the rain falls from time to time during our so-called winter season, the heaviest rains lasting usually but a few days, there being intervals of weeks between rains, so that, even during the rainy season, the days in which one is confined to the house are very few.

Following the October shower the verdure springs up all over the valley, foothills and mountains, and myriads of wild flowers brighten the landscape with their various forms and hues.

Temperature

The average temperature at Mountain View is 60 degrees. In winter the thermometer, once in a long while, runs down to 32 degrees above, and occasionally in summer there are a few days of unusual warmth, but these are not oppressive, nor do they prostrate man or beast as does the humid heat of the Atlantic states. There is not a day in the summer in which men do not work in the harvest fields, when the days are at their

warmest, and there has never been a single case of sunstroke at Mountain View or in Santa Clara Valley.

As a Health Resort

Noting the fortunate situation of Mountain View, lying, as it does, between the bay and the beautiful Santa Cruz coast range of evergreen mountains, the pure breezes from the salt water commingling with the refreshing ozone of the mountains, it is not surprising that members of the medical profession who have made careful studies of the climatic conditions of the entire Pacific Coast pronounce the Mountain View atmosphere ideal for health and longevity. An eminent physician has said, "There is no other point on the Pacific Coast where the air from the evergreen mountains, mixed with the pure, salt air from the bay or ocean, mingles in such health-giving proportions as in the Mountain View section of the Santa Clara Valley."

There is no malaria at Mountain View, or other diseases that arise from standing fresh water. The summer nights are always cool. Newcomers here are pleased at our freedom from troublesome insects; in summer they notice the absence of flynets on horses, as the use of these is not needed, and they are surprised at the open doors and windows in January and February. They are delighted with the cool summers and warm winters, with the entire absence of thunder, lightning, and wind storms, and with the clear skies of the long summer months and the numerous sunny, open days of the brief winter season. When this season comes, with its refreshing rains new settlers note with surprise that we have neither ice, snow, nor extreme cold, and it is hard for them to decide which is

the more delightful time of the year, summer or winter.

About twelve miles from Mountain View, charmingly located in the foothills, is Congress Springs, whose mineral water is famous throughout the state, not only as a pleasant beverage, but also for its curative properties.

Camping, Hunting and Fishing

The love of outdoor recreation during the summer months among the mountains, woods, and streams is almost universal, hence we want to say something to you about the charm of Mountain View's natural environments and the opportunities here offered for recreation of this kind at small expense and trouble. Less than an hour's ride from Mountain View will take you into the most picturesque range of mountains in California—the Santa Cruz—amidst forests of oak, madrone, laurel, maple, redwood and pine, numerous perennial streams lined with sycamores and alders, and mountain sides green and bright with shrubs, ferns, and wild flowering plants. There are trout in all these streams, although not so abundant as formerly; quail and rabbits are plentiful, and an occasional deer may be had. A few hours further on takes one over the summit into the heart of the mighty redwood forests, and down to the ocean side, whose beaches are strewn with shells, sea mosses, and colored pebbles, and where from the rocks one may catch an abundance of perch, rock cod, sea trout, and other fine edible fishes. Large steel head trout and salmon run up these coast streams, and quail, rabbits, and deer abound.

The marshes bordering the bay, less than half an hour's ride from Mountain View, are frequented

by ducks, plover, snipe, and other choice marsh fowl, and many private boats and gasoline launches are here kept at the landings on the wide, open slough for hunting, rowing, and boating on these stretches of water and out in the bay. There is always excellent winter hunting on the marshes, and during the summer nothing is more delightful than camp life from June to November, in the nearby mountains, where lie the most accessible and most popular camping spots in the entire range, all reached in a few hours' drive over roads leading out from Mountain View. Edible clams abound in the numerous small sloughs that head up in the mainland from the marshes.

Salt-water Swimming

The only salt-water swimming baths in the county are located about two miles from Mountain View, on an arm of the bay. They are largely patronized by local residents for health and pleasure, and are becoming more popular every year. The waterway is about one hundred feet wide, and the deposits from mountain streams that have their outlet here have made a fine sand and gravel bottom, and the water is as uncontaminated by drainage or refuse of any kind as is that of midocean.

Products

If you have read these brief pages thus far, and are so far satisfied with the information which we are endeavoring candidly and concisely to convey, you will next wish to know something about the products of Mountain View. What is the character of the soil, and what does it grow?

In the first place, you should know that Santa Clara County embraces an area of nearly one million acres of valley, foothill, and mountain lands,

of which portion the Mountain View section comprises approximately 75,000 acres. Toward the bay, and in some portions of the foothills, the soil is black adobe—one of the richest of soils—but the bulk of the Mountain View soil is composed of the alluvial deposits that, for thousands of years, have been coming down from the several streams that rise back in the mountains, and for depth and fertility it has no superior anywhere, a fact that is amply attested by the thousands of acres of fruit trees that are bearing heavily and steadily year after year.

All Kinds of Fruits

In consequence of its sunny climate and bountiful soil, the Mountain View district is notable for the extent, variety, and excellence of its soil products. These comprise prunes, apricots, peaches, pears, plums, cherries, apples, olives, grapes, figs, nectarines, quinces, almonds, walnuts, persimmons, pomelos, pomegranates, oranges, lemons, limes, strawberries, blackberries, raspberries, currants, all kinds of vegetables and melons, hay, wheat, barley, alfalfa, flower and vegetable seeds, flowers of all varieties, poultry, eggs, live stock, wines, and dried and canned fruits.

Oranges are not grown commercially here, as they require irrigation, which is little resorted to in this district, but they grow to perfection in the nearby foothills, and are grown in many local gardens for home use. On the other hand, sufficient lemons are grown in this district to supply the local market, which is quite extensive, and more lemon trees are being planted every year. With a little care, every owner of a small tract of land may produce all the oranges and lemons desired for family use.

Prunes and Apricots

The leading fruit crop of Mountain View is prunes, of which millions of pounds are produced here annually. In order, follow apricots, peaches, pears, cherries, nuts, seeds, etc.

The apricot is one of the most delicious as well as one of the most profitable of fruits, and the local climate is especially adapted to it. The blossoms and young fruit succumb quickly to frost, hence, generally speaking, the crop of the state is always an uncertain quantity, not more than half a crop being usually counted on; but, because frost is a rare occurrence at Mountain View, the local crop can almost uniformly be depended on for a full yield, and prices are invariably highly remunerative. There is independence in a small apricot orchard at Mountain View.

Berries the Year Around

Extensive fields of strawberries supply that luscious fruit nearly every month in the year, the first berries of the season that supply the San Francisco market being shipped from Mountain View as early as December. As a matter of fact, the bearing of these berries is continuous the year around, with the exception of brief rests between crops. Blackberries, loganberries, and raspberries are also grown here extensively for home use and the San Francisco market.

Perennial Vegetables

Vegetable gardens, covering many acres each, supply the daily markets, and all kinds of green vegetables may be had for the table every day in the year. Every ranch or orchard owner can grow his own vegetables with only a small expenditure of time and labor. Note that all vege-

tables here are grown in the open air, both summer and winter.

Seed Gardens

The largest seed gardens in the United States, comprising about 1,200 acres, are located between Mountain View and the town of Santa Clara. These gardens supply the United States Government and most of the prominent wholesale seed houses of the country with choicest flower and vegetable seeds, the superior quality of which is due to the combined excellence of soil and climate.

Hay and Grain

Hay and grain are still grown here in some quantities, but there is more profit in other products that can be grown on small tracts, and the hay and grain fields are being steadily subdivided and transformed into flourishing orchards, vineyards, and berry farms.

Vineyards

There are many acres of vineyards here, producing all varieties of table and wine grapes. At the last Paris exposition, in competition with the best wines of France and the world, six gold medals were awarded the United States for wines, and one of these was for wine produced in the Mountain View district. This same wine also received gold medals at Buffalo in 1901, and Brussels in 1896.

Fruit Tree Planting

Fruit trees may be planted at any time in this section, according to the condition of the soil, from December to April; hence the prospective fruit grower has plenty of time in which to select his trees, prepare the ground, and plant. He is

not limited to a short period for this work, and this is a great advantage, especially to the new settler, as it enables him to look after other things as well, and the actual time expended in plowing a five or ten-acre tract, digging the holes, and planting the trees, is quite brief. The soil cultivates easily, and the task of cultivation is light and agreeable, accompanied, as it usually is, with weather that permits one to work in the open air with comfort in his shirt sleeves.

Trees to the Acre

There are 108 trees to the acre planted 20 feet apart.

There are 90 trees to the acre planted 22 feet apart.

There are 75 trees to the acre planted 24 feet apart.

There are 1,210 vines to the acre planted 6 feet apart.

There are 680 vines to the acre planted 8 feet apart.

When Fruit Ripens

Fruits of various varieties ripen from June to October, approximately as follows, the season for each opening, some years, a week or two earlier or later than the dates here given: Cherries, June 1; apricots, July 1; prunes, August 1; peaches, early and late varieties, from June 1 to October 1; Bartlett pears, in August; oranges and lemons, December and January; apples, early and late varieties, July to October; blackberries and raspberries, July to November; strawberries, from December to the following December, with brief intervals during the year in which the vines rest; vegetables, all the year around.

Fruit Drying

There is one important point in connection with our local fruit growing that should be well considered—that is, **all of the fruit drying in this district is done in the open air by the sun.** No artificial means is required, for the reason that there are no heavy frosts or rains during the drying season to interfere with the open-air process. The fruit is placed on wooden trays eight feet long by three feet wide, and these trays are placed on the ground, exposing the fruit to the sun's rays from four to six days until dried, when the fruit is stored for shipment. The trays remain out nights as well as days, as the night atmosphere is dry. This is a highly important factor to the grower, who, if he does not care to sell his fruit green, has the means of drying it at his command without the expense of evaporators or fuel for heat.

Fruit Packing House

Mountain View has one of the finest and best equipped dried fruit packing houses in Santa Clara County. It is located about three blocks from the business center of the town, and is known as the Mountain View Fruit Exchange. It is incorporated and operated on the co-operative plan. The building is a one-story brick, about 40x200 feet in size, equipped with the latest improved machinery, which is run by electric power. The stockholders are all local residents and fruit growers. This institution will furnish employment to a great many, more especially to women and girls, who do all the fruit packing.

Profitable Fruit Crops

The following affidavits of fruit crops and

profits, by a number of Mountain View fruit growers, are submitted to you as samples of numerous other similar sworn statements that could be had for the asking. It is true that, with fruit, as with all crops everywhere, prices are not always uniform, no two years being exactly alike in the matter of returns, but these are not exaggerated examples of the profits of fruit growing in this district, as hundreds of prosperous owners of orchard homes here will gladly testify.

MOUNTAIN VIEW, Jan. 21, 1902.

A. W. Ehrhorn, being first duly sworn, deposes and says: From my orchard of 1,000 Bartlett pear trees, situated about ½ mile from the town of Mountain View, Santa Clara County, California, I received in 1899 the sum of $2,335.50. In 1900 I received $867.97, and in 1901 I received $2,183.33.

ADOLPH W. EHRHORN.

Subscribed and sworn to before me this 21st day of January, 1902.

[SEAL.] T. F. GRANT, JR.,
Notary Public in and for the County of Santa Clara, State of California.

MOUNTAIN VIEW, January 17, 1902.

Wm. T. Wright, being first duly sworn, deposes and says: From my orchard of 800 Muir peach and 500 Blenheim apricot trees, six years old, I received in 1901, $1,338. W. T. WRIGHT.

Subscribed and sworn to before me this 17th day of January, 1902.

[SEAL.] T. F. GRANT, JR.,
Notary Public in and for the County of Santa Clara, State of California.

MOUNTAIN VIEW, January 13, 1902.

Frank Urban, being first duly sworn, deposes and says: I own 25 acres of land adjoining the Wise

Tract, between Mountain View and Mayfield, in Santa Clara County, California, 12½ acres being planted to apricots, peaches, and prunes. In 1901 I sold my fruit from the 12½ acres of orchard for $1,148. FRANK URBAN.

Subscribed and sworn to before me this 13th day of January, 1902.

[SEAL.] T. F. GRANT, JR.,
Notary Public in and for the County of Santa Clara, State of California.

MOUNTAIN VIEW, January 20, 1902.

Wm. A. Ackley, being duly sworn, deposes and says: In 1900, from eight acres of bearing cherry orchard, near the town of Mountain View, Santa Clara County, California, I sold 26 tons of fruit to A. Block, of Santa Clara, for $2,100 on the trees. For my crop of prunes in 1899 from 1,400 trees (about 13 acres), I received $1,900.

W. A. ACKLEY.

Subscribed and sworn to before me this 20th day of January, 1902.

[SEAL.] T. F. GRANT, JR.,
Notary Public in and for the County of Santa Clara, State of California.

MOUNTAIN VIEW, CAL., January 22, 1902.

W. K. Sloat, being first duly sworn, deposes and says: On my place, about four miles southeast of Mountain View, Santa Clara County, California, I have 538 cherry trees planted in 1893. In 1899, when the trees were six years old, I sold the crop for $300 on the trees. In 1900, when the trees were seven years old, I sold the crop for $780 on the trees; and in 1901, when the trees were eight years old, I sold the crop for $810 on the trees. W. K. SLOAT.

Subscribed and sworn to before me this 22d day of January, 1902.

[SEAL.] T. F. GRANT, JR.,
Notary Public in and for the County of Santa Clara, State of California.

MOUNTAIN VIEW, January 2, 1902.

Wm. Regli, being first duly sworn, deposes

and says: I own five acres of orchard in the Emerson Tract, near Mountain View, Santa Clara County, California, all in bearing fruit trees eight years old. There are two acres of Blenheim apricots, two acres of Lovell peaches and one acre of prunes. In 1900 I sold the crop from the five acres for $606. In 1901 I sold the crop from the five acres for $907.

WM. REGLI.

Subscribed and sworn to before me this 21st day of January, 1902.

[SEAL.] T. F. GRANT, JR.,

Notary Public in and for the County of Santa Clara, State of California.

MOUNTAIN VIEW, CAL., January 13, 1902.

Barney Job, being first duly sworn, deposes and says: I own five acres of land in the Emerson Tract, near Mountain View, Santa Clara County, California, all in bearing fruit trees seven years old. There are 2½ acres of Blenheim apricots, 2½ acres of Muir and Crawford peaches. In 1899, when the trees were five years old, I sold the crop for $485; in 1900, when the trees were six years old, I sold the crop for $530; in 1901, when the trees were seven years old, I sold the crop for $625.

BARNEY JOB.

Subscribed and sworn to before me this 13th day of January, 1902.

[SEAL.] T. F. GRANT, JR.,

Notary Public in and for the County of Santa Clara, State of California.

MOUNTAIN VIEW, CAL., March 5, 1903.

Mr. B. E. Knapp, of Knapp Bros., being duly sworn, deposes and says: We own 42½ acres of land adjoining the town of Mountain View, Santa Clara County, California. There are 35 acres in French prunes; 2¾ acres in Muir peaches; 2 acres in cherries; 1½ acres in family orchard; ½ acre in alfalfa, and the balance of land is used for buildings. In the three years including 1897, 1898 and 1899 we sold the crop of fruit from this place for twenty-one thousand dollars ($21,000). In

1900 we produced 350 tons of prunes valued at $8,750. In 1901 we sold the prune crop for $7,120. In 1902 we produced 436 tons of prunes valued at $8,720. Our peach crop from the 2¾ acres sold in 1897 for $1,032; in 1898 for $620 and in 1899 for $615.

B. E. KNAPP.

Subscribed and sworn to before me this 5th day of March, 1903.

[SEAL] T. F. GRANT, JR.

Notary Public in and for the County of Santa Clara, State of California.

MOUNTAIN VIEW, Feb. 26, 1903.

Mr. C. L. Stowell, being duly sworn, deposes and says: I own 25.42 acres of land on the Saratoga and Mountain View Road. In the year 1900 I sold the crop from 8½ acres of apricots for $1,948; in 1901, for $2,109, and in 1902 for $2,017. My crop of cherries from 75 trees I sold in the year 1900 for $300; in 1901 for $200 and in 1902 for $400. I sold my crops of prunes from 12 acres in 1902 for $1,650.

C. L. STOWELL.

Subscribed and sworn to before me this 26th day of February, 1903.

[SEAL] T. F. GRANT, JR.

Notary Public in and for the County of Santa Clara, State of California.

Chicken Raising

One of the most attractive and profitable of Santa Clara Valley ranch industries, assuring certain and satisfactory returns from the very start, even with small beginnings, is that of chicken raising, and we wish to call your attention especially to the ideal conditions which here exist at Mountain View for the successful raising of fowls, either for the fancy market or for egg

and table purposes, as a separate business, or in conjunction with fruit growing.

Our winters being so open and mild, the expense of housing the fowls is trifling, as all they require is shed protection from the rains during the brief winter season. Green vegetation appears usually in November and continues until the following July, and by the occasional use of water from well or tank a patch of alfalfa or other grass sufficient to maintain a large flock of chickens can be kept green for their use throughout the year. Water is abundant, and grain and mill-stuffs are cheaper here than in any other state.

San Francisco, San Jose, and the towns in the valley present a never-failing market. California imports hundreds of thousands of dollars' worth of fowls and eggs annually, and the prices received for chickens and eggs astonish the farmer from the East, who has been used to Eastern prices for these commodities. Many families in this valley are making a fine living from a small piece of land devoted to chicken raising, and it will be years before the supply can possibly overtake the demand.

No form of farming is more fascinating or leads to surer independence than that of combined fruit and poultry culture. Having planted five or ten acres of fruit trees, twenty feet apart, during the interval of five years before they come into bearing you can use the same ground for chicken raising, with positive advantage to your orchard, and they will prove a continuous source of revenue. Poultry distributed through a bearing orchard on the colony plan thrive well and yield a large income in proportion to the expense.

The advantage and profits resulting from com-

bination of these two industries are becoming better recognized every year, as prices for eggs are much higher here than in the East, ranging, during the winter months, from thirty to fifty cents a dozen, and averaging the year through more than twenty-five cents a dozen. Mountain View poultry raisers have the advantage of a nearby market, San Francisco, and of low freight rates, so that to the man of limited means, chicken raising in this section offers many inducements.

Irrigation and Artesian Wells

With our ample rainfalls, irrigation is not required in this district, yet those who wish to irrigate can easily obtain sufficient water by boring, as the entire Santa Clara Valley has beneath its surface a thick gravel bed of artesian water. There are numerous flowing wells in this district, mostly of little depth, but as the elevation becomes greater toward the foothills, it is necessary to sink deeper. Water is abundant in every portion of the district, and is of the purest quality.

Value of Land

Unimproved land at Mountain View is worth from $40 to $200 an acre, according to quality and location. Improved and bearing orchards are worth from $250 to $500 an acre, according to location, yield, and income. The cheaper price does not mean that the land so priced is not first class for fruit growing. This land is cheaper simply because it is five or six miles from town in the foothills, hence not so valuable as the level land in the more thickly-settled portion of the district, although equally productive.

Facts about Mountain View

Mountain View is incorporated.

Mountain View has electric lights.

Mountain View has a water system.

Mountain View has a $10,000 high school.

Mountain View is 11 miles from San Jose.

Mountain View has a fine grammar school.

Mountain View is 39 miles south of San Francisco.

Mountain View has twenty passenger trains daily.

Mountain View has terminal freight rates.

Mountain View has the largest printing and publishing house west of Chicago, employing 200 hands.

Mountain View has water transportation within two miles.

Mountain View has one of the largest brickyards in California.

Mountain View is only six miles from the great Stanford University.

Mountain View is on the overland (coast) line of the Southern Pacific Railroad.

Mountain View has the only salt-water swimming baths in Santa Clara County.

Mountain View is the home of many San Francisco business men, who travel by train to and from their business daily.

Mountain View has cheap freight rates to San Francisco, only five to seven cents a hundred pounds, or $1.00 to $1.40 per ton.

Mountain View has rural mail delivery. If you have a ranch near Mountain View, your mail is delivered to you, your San Francisco and San Jose daily papers are left at your door early every morning, and the butcher, the baker, the grocer, and the laundryman call daily.

Mountain View produces all kinds of fruits,

berries, and vegetables, and ships both the earliest and the latest strawberries to San Francisco, its strawberries being grown in open field and the crops being practically continuous throughout the year.

Mountain View—in the Spanish, "Mira" View, and "Monte" Mountain—was so named by the early settlers, both Spanish and Americans, as suggestive of the magnificent view of the picturesque Santa Cruz range of mountains several miles west of the town, as well as of the entire Mount Hamilton range on the east side of the valley.

Facts about Santa Clara County

Santa Clara County's exports average annually more than $7,000,000.

Santa Clara County has the lowest tax rate in the state of any county save two.

Santa Clara County has six million orchard trees, of which five million are in bearing.

Santa Clara County has 12,000 acres in vineyard, and its wines rank with the best of France and Germany.

Santa Clara County produces wheat, barley, hay, fruits of all kinds, berries, vegetables, seeds, cattle, horses, quicksilver and oil.

Santa Clara County has 350 miles of sprinkled roads. The chairman of the State Bureau of Highways, says: "Santa Clara County has the best roads in the state, and is a quarter of a century ahead of any other section of the state."

Santa Clara County has an area of nearly one million acres of land, a population of 70,000, an assessed valuation of between fifty and sixty millions of dollars, and in proportion to population is the wealthiest county in California.

Santa Clara County has the largest and best

equipped astronomical observatory in the world—the Lick Observatory—the most richly endowed university in the United States—Stanford University—the mother State Normal School, and many colleges, academies, high schools, grammar schools, commercial schools, public libraries, and other educational facilities.

Santa Clara County, besides supplying its home market, produces and exports annually one hundred million pounds of sun-dried prunes, apricots, and peaches; twenty million pounds of green fruits, including apples and pears, and fifteen million two-and-one-half pound cans of canned fruits. Three-fifths of the prunes grown on the continent are produced in this county.

Why Settle at Mountain View?

In putting forth the information contained in this little book, our idea has been to present an absolutely truthful statement of the conditions as they actually exist in Mountain View and vicinity. The reader should bear in mind that when speaking of Mountain View we mean both the town and the surrounding country, embracing an area of several miles on all sides. As we have said, the town gradually merges into the country, which is becoming so thickly settled with families living—and prospering—upon five, ten, fifteen, and twenty-acre tracts that to one used only to a farming country in the Eastern or Middle States, it would have the appearance almost of a continuous town for some miles around.

Assuming that you desire to locate somewhere in California, and that you have carefully read the statements herein, let us ask you seriously to consider this one question: Why should you settle at Mountain View? We reply:—

Because it is situated in the most beautiful and most productive valley in California, only a little over one hour by train from San Francisco, and only twenty minutes from the county seat, San Jose, with hourly trains to either place.

Because its soil is as rich as the richest, and is practically inexhaustible, and its climate, we sincerely believe, from years of experience and observation in California, to be more nearly perfect all the year round, than in any other section of the state.

Because our products can be sold at the very highest market prices, as we are near the market, freights are cheap, and transportation can be had by either rail or water.

Because our schools and churches are of the highest order, and conveniently located for the entire community. The most richly endowed university in the world, Stanford, with free tuition, is almost at your door, and the State Normal School and other colleges and academies are only twenty minutes away by rail.

Because the roads throughout the district are maintained in splendid condition both summer and winter, being sprinkled daily during the summer months; and the expense of hauling products to warehouse or depot is thus reduced to a minimum.

Because there is rural free mail delivery in all portions of the district, and mail is delivered daily at your door, although you may reside several miles from town. Letters or parcels you may wish to send are also mailed for you by the carriers.

Because taxation is only about $1.50 on the $100 assessed valuation, being the third lowest tax rate in the state, while no other county in the state maintains such good roads and other public conveniences in proportion to the taxation.

Because our fruit, hay, grain, berry, vegetable, and chicken ranches are all highly profitable to their owners, and similar land can be purchased at extremely reasonable prices, and on easy terms.

Because we are on a main overland railroad, and shall soon have an electric road running through Mountain View from San Francisco to San Jose, and a time service on the main railroad between San Francisco and this town that will still more largely increase the demand by San Francisco business men for rural homes at Mountain View, increase local land values, and greatly add to the advantages now here existing.

Because, if you already have sufficient means, you will find the climate and surroundings delightful in all respects, and productive of health, comfort, and luxury. The finest fruits, berries, and vegetables throughout the year; and fishing, hunting, swimming, driving, bicycling, automobiling, and all other outdoor amusements and recreations may be enjoyed the year around in complete fulness.

Because, if you have only limited means, you can do well on a ranch in the Mountain View section, enjoy a climate that has no superior on earth, and by a few years' application place yourself in an independent position financially. Women and children can earn good wages during the fruit season at work that is genteel and popular.

Get Coast Line Ticket

Should you decide to visit or settle in California, be sure to purchase a railroad ticket that reads over the Coast Line of the Southern Pacific Railroad, and among the towns at which you stop off include Mountain View, Santa Clara County, and see for yourself that this section is all that we have here

attempted to describe for your information. Visit the many small home fruit ranches, see and talk with the happiest, most contented, and most prosperous rural community in the United States, and we are satisfied that you will determine to become one of us.

Special Information

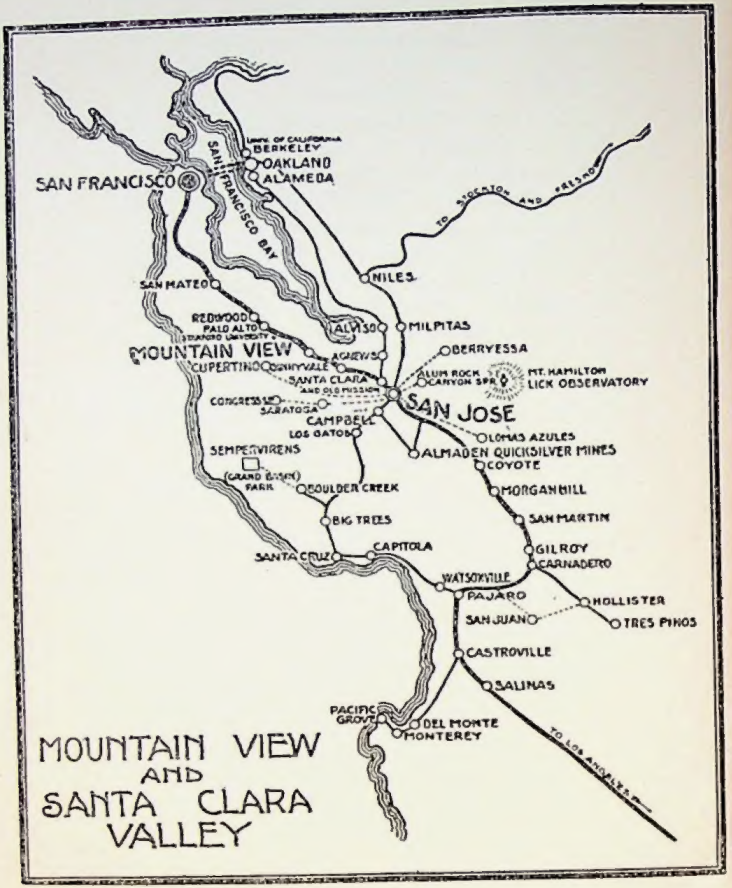
Should you desire any special information along lines not herein contained, address a communication to the Board of Trade, Mountain View, Santa Clara County, California, and the desired information will be cheerfully and promptly forwarded to you.

Businesses Represented.

Weilheimer, Hirsch & Co., General Merchandise.
Rogers & Rogers, General Merchandise.
Geo. E. Greenwood, Dry Goods.
Geo. Spicer, Groceries.
Bank of Mountain View.
Walter A. Clark, Real Estate Broker.
Wm. P. Wright, Real Estate Broker.
Parkinson Bros., Lumber and Hardware.
Dudfield Lumber Company.
E. Mason, Well Boring.
Geo. A. Free, Well Boring.
A. H. Reed, Fuel and Transfer.
D. B. Frink, Men's Furnishings.
Milner & Son, Haberdashers.
John Cronin, Plumber.
F. L. Peterson, Plumber.
Thos. L. Rose, Messenger Service.
P. Milton Smith, "The Register"; Stationery
H. G. Copeland, "The Leader."
Scarpa Meat Company, Market.
Lester Swall, Meat Market.

Chas. A. Fischer, Tailor.
Phil. W. Clark, Jeweler.
M. M. Kleckner, Shoe Store; Repairing.
V. Vuscovich, Tobacco and Stationery, and Shoe Repairing.
O. W. Butz, Harness Maker.
D. M. Farr, Farming Implements.
McDonald & Burke, Blacksmiths.
Whelan Bros., Blacksmiths.
P. Jacobs, Upholsterer.
F. A. McComb, Livery.
Geo. E. Henton, Blacksmith.
Armstrong & Wilson, Barbers.
Joseph Rose, Barber.
Joe Benjamin, Barber.
C. O. Gates, Physician.
O. P. Askam, Physician.
Rudolph I. Longabaugh, Physician.
B. E. Burns, Attorney-at-Law.
R. V. Burns, Attorney-at-Law.
Arthur M. Free, Attorney-at-Law.
D. P. Cameron, Dentist.
Della M. Johnson, Dentist.
W. H. Bates, Contractor and Builder.
N. W. True, Contractor and Builder.
G. D. Huston, Contractor and Builder.
Chas. Mills, Sr., Contractor and Builder.
Wm. Neuroth, Cafe and Grill; Wholesale and Retail Wines and Liquors.
Chas. Pearson, Saloon.
Antone Bellomi, Saloon.
Henry Carlin, Restaurant.
N. H. McCorkle, Furniture and Undertaker.
L. B. Allen, Agent Southern Pacific Railway.
H. Trulsen, Hay, Grain and Feed.
D. E. Morey, Nurseryman.

Wheeland Brick Co., Brick Manufacturers.
Mrs. E. M. Barkway, Milliner.
Miss M. Peters, Dressmaker.
Emil Darrimon, Hotel, Old Town.
Geo. G. Taylor, Postmaster.
A. A. Cook, Carriage Painter.
Mrs. C. Bancroft, Carpet Weaver.
Johnson Drug Co., Pharmacy.
O. Becker, Red Cross Pharmacy.
John Spatz, Fruit Store.
J. C. Brophy, Painter.
A. W. Martin, Hotel Hillsdale.
M. Bianchi, Union Hotel.
B. Bordi, National Hotel.
W. A. Platt, Bicycles.
Antonio Braum, Barber.
Louise C. Rose, Agent Sunset Telephone Co.
Frink & Son, Electricians.
W. C. Miller, Confectioner.
S. Troyon, International Philatelic Office
F. Campen, Baker.
Pacific Press Publishing Co., Printers and Publishers.
F. A. Korn, Boots and Shoes.


SAN FRANCISCO
BERKELEY
OAKLAND
ALAMEDA
SAN FRANCISCO BAY
TO SUISUN AND FELTON
NILES
SAN MATEO
REDWOOD
PALO ALTO
STANFORD UNIVERSITY
MOUNTAIN VIEW
ALVISO
MILPITAS
CUPERTINO
SUNNYVALE
AGNEWS
BERRYESSA
SANTA CLARA
AND OLD MISSION
ALUM ROCK
CANYON SPR.
MT. HAMILTON
LICK OBSERVATORY
CONGRESS
SARATOGA
SAN JOSE
CAMPBELL
LOS GATOS
LOMAS AZULES
SEMPERVIRENS
ALMADEN QUICKSILVER MINES
COYOTE
(GRAND CANYON)
PARK
BOULDER CREEK
MORGAN HILL
BIG TREES
SAN MARTIN
CAPITOLA
SANTA CRUZ
GILROY
CARNADERO
WATSONVILLE
PAJARO
HOLLISTER
SAN JUAN
TRES PINOS
CASTROVILLE
SALINAS
PACIFIC GROVE
DEL MONTE
MONTEREY
TO LOS ANGELES
MOUNTAIN VIEW
AND
SANTA CLARA
VALLEY